

## ORDER



Orders	Order / Rev:	104452	Primary AE:	Amy McCreary
	Alt Order #:	06832086	Sales Office:	BLPHI
	Product Desc:	HELLER FOR SENATE	Sales Region:	National
	Estimate:			
	Flight Dates:	10/31/12 - 11/06/12		
	Original Date / Rev:	07/18/12 / 11/05/12		
	Order Type:	GENERAL		
Agency	Name:	Strategic Media Services, Inc.	Billing Type:	Cash
	Buying Contact:		Billing Calendar:	Broadcast
	Billing Contact:		Billing Cycle:	EOM/EOC
		3299 K St. NW	Agency Commission:	15%
		Washington, DC 20007		
Advertiser	Name:	Heller, Dean for U.S. Senate	New Business Thru:	
	Demographic:	A35+	Order Separation:	00:05:00
	Product Codes:	PLC01	Advertiser External ID:	
	Priority:	SELECT PRIORITY CODE	Agency External ID:	
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN		

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount	Totals	Month	# Spots	Gross Amount	Net Amount	Rating
10/29/12	11/06/12	73	\$64,975.00	\$55,228.75		November 2012	73	\$64,975.00	\$55,228.75	0.00
					Totals		73	\$64,975.00	\$55,228.75	0.00

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	29%	\$64,975.00
Market	100%	\$224,051.72

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$58,253.45
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	18%	\$40,329.31
KTUD	1%	\$2,240.52
KVVU	24%	\$53,772.41
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$4,481.03

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/31/12	11/02/12	M-F 5-6a WakeUp w/Wagners		5-6a	-- W-F--	:30	2	\$300.00	2	0.00	NM	2	\$600.00
NEWS															
		Start Date	End Date	Weekdays		Spots/Week			Rate		Rating				
		Week: 10/29/12	11/04/12	-- W-F--		2			\$300.00		0.00				

Order / Rev: 104452  
 Alt Order #: 06832086  
 Flight Dates: 10/31/12 - 11/06/12

Advertiser: Heller, Dean for U.S. Senate  
 Product Desc: HELLER FOR SENATE  
 Estimate:

KSNV

Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/31/12	11/02/12	M-F 5-6a	WakeUp w/Wagners		5-6a		-- W-F--	:30	2	\$300.00	2	0.00	NM	2	\$600.00
NEWS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/29/12		11/04/12	-- W-F--				2	\$300.00	0.00								
E 2	KSNV	11/05/12	11/06/12	M-F 5-6a	WakeUp w/Wagners		5-6a		MT-----	:30	2	\$300.00	2	0.00	NM	2	\$600.00
NEWS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 11/05/12		11/11/12	MT-----				2	\$300.00	0.00								
E 3	KSNV	11/05/12	11/06/12	M-F 6-7a	WakeUp w/Wagners		6-7a		MT-----	:30	2	\$700.00	1	0.00	NM	2	\$1,400.00
NEWS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 11/05/12		11/11/12	MT-----				2	\$700.00	0.00								
E 4	KSNV	10/31/12	11/02/12	M-F 6-7a	WakeUp w/Wagners		6-7a		-- WTF--	:30	3	\$700.00	1	0.00	NM	3	\$2,100.00
NEWS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/29/12		11/04/12	-- WTF--				3	\$700.00	0.00								
E 5	KSNV	10/31/12	11/02/12	Today Show		CM	658a-9am		-- WTF--	:30	3	\$600.00	2	0.00	NM	2	\$1,200.00
TODAY																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/29/12		11/04/12	-- WTF--				2	\$600.00	0.00								
E 6	KSNV	11/05/12	11/06/12	Today Show		CM	658a-9am		MT-----	:30	4	\$600.00	2	0.00	NM	4	\$2,400.00
TODAY																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 11/05/12		11/11/12	MT-----				4	\$600.00	0.00								
E 7	KSNV	11/05/12	11/06/12	M-F Today Show II	3rd HCM		9-10a		MT-----	:30	2	\$275.00	2	0.00	NM	1	\$275.00
TODAY 2																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 11/05/12		11/11/12	MT-----				1	\$275.00	0.00								
E 8	KSNV	10/31/12	11/02/12	M-F Today Show II	3rd HCM		9-10a		-- W-F--	:30	2	\$275.00	2	0.00	NM	1	\$275.00
TODAY 2																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/29/12		11/04/12	-- W-F--				1	\$275.00	0.00								
E 10	KSNV	11/05/12	11/05/12	M-F Today Show III	4th HCM		10am-11am		M-----	:30	1	\$225.00	2	0.00	NM	1	\$225.00
TODAY 3																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 11/05/12		11/11/12	M-----				1	\$225.00	0.00								
E 11	KSNV	11/05/12	11/05/12	Noon News		CM	12-1230pm		M-----	:30	1	\$275.00	2	0.00	NM	1	\$275.00
NEWS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 11/05/12		11/11/12	M-----				1	\$275.00	0.00								
E 12	KSNV	10/31/12	11/02/12	Noon News		CM	12-1230pm		-- W-F--	:30	2	\$275.00	2	0.00	NM	2	\$550.00
NEWS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/29/12		11/04/12	-- W-F--				2	\$275.00	0.00								
E 13	KSNV	10/31/12	11/02/12	The Agenda	1230pm	CM	1230-1p		-- WTF--	:30	3	\$225.00	2	0.00	NM	3	\$675.00
AGENDA																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/29/12		11/04/12	-- WTF--				3	\$225.00	0.00								
E 14	KSNV	10/31/12	11/02/12	The Agenda	1230pm	CM	3-4p		-- WTF--	:30	1	\$300.00	2	0.00	NM	1	\$300.00

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Product Desc: HELLER FOR SENATE  
Estimate:

KSJV

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Advertiser: Heller, Dean for U.S. Senate  
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 Estimate:

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount											
Ralston Reports Face to Face w/ J.Ralston																										
FACE																										
<table> <thead> <tr> <th>Start Date</th><th>End Date</th><th>Weekdays</th><th>Spots/Week</th><th>Rate</th><th>Rating</th></tr> </thead> <tbody> <tr> <td>Week: 10/29/12</td><td>11/04/12</td><td>--WTF--</td><td>1</td><td>\$450.00</td><td>0.00</td></tr> </tbody> </table>															Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 10/29/12	11/04/12	--WTF--	1	\$450.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 10/29/12	11/04/12	--WTF--	1	\$450.00	0.00																					
E 28	KSNV	11/05/12	11/05/12	M-F News 3 at Eleven	CM	11pm-1135pm	M-----	:30	1	\$775.00	2	0.00	NM	1	\$775.00											
NEWS																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 11/05/12	11/11/12	M-----	1	\$775.00	0.00																					
E 29	KSNV	11/01/12	11/01/12	M-F News 3 at Eleven	CM	11pm-1135pm	---T---	:30	1	\$775.00	2	0.00	NM	1	\$775.00											
NEWS																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 10/29/12	11/04/12	---T---	1	\$775.00	0.00																					
E 31	KSNV	11/05/12	11/05/12	The Tonight Show	CM	1135p-1237a	M-----	:30	1	\$275.00	2	0.00	NM	1	\$275.00											
TON SHOW																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 11/05/12	11/11/12	M-----	1	\$275.00	0.00																					
E 32	KSNV	11/03/12	11/04/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----SS	:30	2	\$750.00	2	0.00	NM	1	\$750.00											
NEWS																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 10/29/12	11/04/12	-----S	1	\$750.00	0.00																					
E 33	KSNV	11/03/12	11/03/12	News 3 Sunrise - SATURDAY	CM	6a-7a	-----S-	:30	1	\$225.00	2	0.00	NM	1	\$225.00											
NEWS																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 10/29/12	11/04/12	-----S-	1	\$225.00	0.00																					
E 34	KSNV	11/03/12	11/03/12	Saturday Today	CM	7a-9am	-----S-	:30	1	\$325.00	2	0.00	NM	1	\$325.00											
SAT TODAY																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 10/29/12	11/04/12	-----S-	1	\$325.00	0.00																					
E 35	KSNV	11/03/12	11/03/12	News 3 Today - SATURDAY	CM	9am-930am	-----S-	:30	1	\$300.00	2	0.00	NM	1	\$300.00											
NEWS																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 10/29/12	11/04/12	-----S-	1	\$300.00	0.00																					
E 38	KSNV	11/03/12	11/03/12	Saturday Night Live	CM	1130pm-1:02am	-----S-	:30	1	\$750.00	2	0.00	NM	1	\$750.00											
SNL																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 10/29/12	11/04/12	-----S-	1	\$750.00	0.00																					
E 39	KSNV	11/04/12	11/04/12	News 3 Sunrise - SUNDAY	CM	6a-7a	-----S	:30	1	\$350.00	1	0.00	NM	1	\$350.00											
NEWS																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 10/29/12	11/04/12	-----S	1	\$350.00	0.00																					
E 40	KSNV	11/04/12	11/04/12	Sunday Today	CM	7a-8am	-----S	:30	1	\$750.00	1	0.00	NM	1	\$750.00											
SUN TODAY																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 10/29/12	11/04/12	-----S	1	\$750.00	0.00																					
E 41	KSNV	11/04/12	11/04/12	Meet the Press	CM	8a-9am	-----S	:30	1	\$3,000.00	1	0.00	NM	1	\$3,000.00											
MTP																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 10/29/12	11/04/12	-----S	1	\$3,000.00	0.00																					
E 42	KSNV	11/04/12	11/04/12		CM	9a-930am	-----S	:30	1	\$250.00	2	0.00	NM	1	\$250.00											

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KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
News 3 Today Wknd																
News 3 Today																
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/29/12 11/04/12 -----S																
E 44	KSNV	11/04/12	11/04/12	NFL Football	CM	1P-9PM									1	\$8,000.00
NFL Football																
SNF																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/29/12 11/04/12 -----S																
E 45	KSNV	11/04/12	11/04/12	Sports Night in Las Vegas	SM	Sun 1135p-1200a	-----S	:30	1	\$200.00	2	0.00	NM	1	\$200.00	
Sports Night in Las Vegas																
SPORTS NIGHT																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/29/12 11/04/12 -----S																
N 46	KSNV	11/04/12	11/04/12	NFL Post Game Break	CM	1pm-9pm									1	\$6,500.00
NFL Post Game Break																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/29/12 11/04/12 -----S																
N 47	KSNV	11/04/12	11/04/12	Nevada Newsmakers - CM		5:00- 6:00am	-----S	:30	1	\$825.00	3	0.00	NM	1	\$825.00	
Nevada Newsmakers - Ch.3 (5:00 AM-5:30 AM)																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/29/12 11/04/12 -----S																
N 48	KSNV	11/06/12	11/06/12	M-F 5-6a WakeUp w/Wagners	CM	5-6a	-T-----	:30	1	\$450.00	1	0.00	NM	1	\$450.00	
M-F 5-6a WakeUp w/Wagners																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 11/05/12 11/11/12 -T-----																
N 49	KSNV	11/04/12	11/04/12	NFL Pre-Game / FNA	CM	1p-530pm	-----S	:30	1	\$1,600.00	2	0.00	NM	1	\$1,600.00	
NFL Pre-Game																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/29/12 11/04/12 -----S																
N 50	KSNV	11/04/12	11/04/12	News 3 Live in Prime	CM	7-10pm	-----S	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00	
News 3 in Prime																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/29/12 11/04/12 -----S																
N 51	KSNV	11/05/12	11/05/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm	M-----	:30	1	\$725.00	1	0.00	NM	1	\$725.00	
4PM NEWS (1 hour)																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 11/05/12 11/11/12 M-----																
N 52	KSNV	11/06/12	11/06/12	The Doctors	CM	2pm-3pm	-T-----	:30	1	\$325.00	1	0.00	NM	1	\$325.00	
The Doctors																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 11/05/12 11/11/12 -T-----																
N 53	KSNV	11/05/12	11/05/12	M-F Early News	CM	5-630p	M-----	:30	1	\$1,200.00	1	0.00	NM	1	\$1,200.00	
M-F Early News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 11/05/12 11/11/12 M-----																
N 54	KSNV	11/06/12	11/06/12	Today Show	CM	658a-9am	-T-----	:30	1	\$900.00	1	0.00	NM	1	\$900.00	
Today Show																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 11/05/12 11/11/12 -T-----																

Totals 73 \$64,975.00